



Best Roommates Evah Campaign Talking Points

The following are talking points that you can use for the “Best Roommates Evah” campaign.

- Tagline for campaign
 - **Smoke alarm and a second exit - a college student's best roommates evah!**
- Focus of campaign
 - Smoke alarms
 - Two ways out
- Audience
 - Parents of college students living off-campus
 - Students moving into off-campus housing
- Campaign website
 - www.BestRoommatesEvah.org
 - Download the campaign logo for you to use locally
 - Download a press release template for you to use with your local media
 - This site contains a number of free resources such as checklists, videos, posters and much more that you can use in your community or on your campus
- Partners
 - This campaign is a partnership between
 - College safety, fire and building officials and fire safety advocates
 - Massachusetts Department of Fire Services
 - National Fire Protection Association
 - Easton Fire Department
 - Campus Firewatch
- Trends (nationwide)
 - Since a high of 20 college-related fatal fires in 2006/2007, fire deaths have steadily been going down
 - **BIG NEWS: For the first time since 2000, there were no college-related fire deaths in the United States in the last academic year (2014-2015)**
- Where are the fire deaths happening (nationwide)
 - Since 2005, nationwide, every single fatal college-related fire has been in off-campus housing
 - Most students live in off-campus housing
 - MASSACHUSETTS: All of the fatal fires in Massachusetts have been in off-campus housing
- Contributing Factors (nationwide)
 - Smoke alarms
 - Smoke alarms were missing or disabled in over half of these fires (58%)
 - Smoke alarms give you the valuable time you need to react to a fire
 - Alcohol is a factor in 75% of the fires
 - Smoking is the leading cause of fatal college-related fires (29%)
- Important messages to push
 - **Working smoke alarms**
 - Every house and apartment must have working smoke alarms by Massachusetts code.
 - One on every level plus one in every bedroom
 - If they are there, don't mess with them
 - If there aren't smoke alarms, install them. For the price of a pizza, you can sleep better at night knowing that your child is protected
 - **Two ways out**
 - Every floor should have two ways out
 - The second way out might be a window
 - You can buy an escape ladder for a second or third story building at any home improvement store
 - **Home safety visit**
 - If you aren't sure if the house your child is moving into meets code, or is missing smoke alarms, or if you have any questions, you can contact the local fire department and ask for a home safety visit.